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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII. NEW YORK, SEPTEMBER 12, 1900. NO. 11.

EASY TO FIND



*You never have
to guess at the
circulation of*

The
Philadelphia

Record

We always tell it,

Mr. Herzberg says, "with the greatest persistency." Every directory rates THE RECORD away over any other Philadelphia paper. Remington, 192,521; Ayer, 184,999; Rowell, 189,802; Dauchy, 205,848; Pettingill, 185,902; Thompson, 195,000; Fuller, 186,554; Morse, 192,521; Lord & Thomas, 186,278.

This is what THE RECORD swears to

192,136 Daily	} <i>Average for the first 8 months this year.</i>
154,239 Sunday	

Every morning the circulation is printed this way:

196.056 THE PHILADELPHIA RECORD. 196.056

You may look at our books at any time. With such a circulation, the paper for you to use in Philadelphia is EASY TO FIND.

Have you asked for the reproduction in miniature of The Record? It is the finest ever printed, so engravers say, and it contains the smallest half-tones ever printed.

THE SIZE OF THE CARDS

on the Brooklyn "L."
gives you an oppor-
tunity to do some --

EFFECTIVE ADVERTISING

Single Size is 16 x 24 inches.

Double Size is 16 x 48 inches.

Displayed in Concave Racks.

Mail inquiries answered
and personal interviews
arranged for if you're
interested. . . .

Geo. Kissam & Co.

253 Broadway, N.Y.

Written by Will J. Gray, Sherbrooke, Canada.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863.

VOL. XXXII.

NEW YORK, SEPTEMBER 12, 1900.

NO. 11.

SOME REMINISCENCES OF AN ADWRITER.

By John S. Grey.

For the benefit of those who think that advertisement writing is a comparatively new business—one unheard of beyond a decade or so ago—I have been asked to set down my earlier experiences in the business.

In the summer of 1878 I was in London working as a "news scavenger" on a society paper and drawing the magnificent salary of one guinea per week. I was then single and managed to make my earnings keep me. I lived in lodgings, paying seven shillings a week for my room, and "finding" myself. That is, I bought my own groceries, meat, vegetables, etc., and my landlady, for a small extra charge, would cook such diminutive dishes as I could afford to treat myself to. But I provided my own commissariat, and there were times when I went without sugar in my coffee and milk in my tea, because I had not the wherewith to buy them.

One hot day in August, 1878, I noticed that my grocer had put a card in his window supposed to be descriptive of some butter that he had just bought in bulk. The writing was crude, the matter was simply awful, both in grammar and spelling. I was in urgent need of butter myself at that particular time, so I retraced my steps to my humble lodgings, took a large sheet of foolscap, and drew up a neat-looking and fairly convincing advertisement about this butter. Then I took it around to the grocer, with whom I just had the nodding acquaintance as a new customer, and submitted the sheet "as an improvement on the card in the window." The grocer saw that it really was an improve-

ment, and asked me what I would charge for it.

And listen to me, oh ye adsmiths of more or less fame; how much do you think I "soaked" him for the idea? Says I: "Give me half a pound of that butter and we'll call it square." This request he at once granted, and we then made a deal—that I should in future write all his window cards, for which service I was to receive groceries free to the value of four shillings every week.

And there was the germ of my adwriting career, and it dates back twenty-two years. My success with the grocer put other ideas in my head. If I could get my groceries for nothing—for the little work involved amounted to nothing—why not get shoes, hats, clothes, cigars, etc., the same way? I thereupon drew up a series of catchy ads for many lines of businesses, and herein I claim was also the germ of the advertising syndicate idea. These I submitted in person to shopkeepers all over London, taking care not to sell to two in one business in the same neighborhood, and in few cases did I ask any cash for my suggestions. I found that a trade deal was much easier consummated, and in the course of a few months' desultory work I had accumulated such an extensive wardrobe that it became necessary for me to hire a larger room. It then occurred to me that I might find some enterprising chop-house to room and board me free, in lieu of my services, and after persistent search I found a man in the Hackney Road who was quite an aggressive advertiser in a very small way, and, after inspecting some of my work, he said he would give me a nice room and my breakfast every morning if I would write him six or seven new ads every week. This I agreed to

do, and stayed in this locality nearly six months, until a fire in an adjoining building so damaged ours that further occupancy at the time was impossible.

All this time, mind you, I never asked any money anywhere, but I found that, with a little work, I could easily double my salary so far as value received was concerned. I had "relay houses" all over London, where I could go at almost any time that I wanted a hat, a pair of shoes, clothing, linen, cigars, or even drinks, and settle the bill immediately with a good idea for a "dodger," which is the favorite form of advertising among the London storekeepers.

As my work on the aforesaid society paper did not occupy more than two hours daily, I had plenty of spare time to go "prospecting." My favorite plan was to get a man's name, business and address, and work these in in a little jingle, which generally caught on at sight. Sometimes I happened to strike, by accident, a veritable gold mine, as, for instance, when I wrote up a local druggist who had some proprietary goods of his own, and gave me an order for a dozen ads for each one, and to get a printer's estimate for a hundred thousand booklets. My impression is that I made nearly as much as the printer on that order.

This game of mine I continued for several years, and I never heard that I had any competitor in the field. I do not think that I ever saw the work of a competitor before 1881, because I had kept my little snap entirely to myself. When I did see it, it did not alarm me, as it was the crudest kind of effort. I realized that I had, practically, the field entirely to myself, and that it only needed working systematically to develop into a big business.

After a while I began to drop the smaller fry and looked after bigger game. I tried Ridge's Food with a series of small jingles and they were accepted. Pears' Soap, Cleaver's Soap and Brooke's Soap (Monkey Brand) also bought of me. Then I went for the big advertisers in dead earnest, and although I could not interest many

of them the few I got paid me well, notably J. W. Benson, the watchmaker.

In 1885 Minnie Palmer—"My Sweetheart"—commenced playing in London. I sent some advertising suggestions to John R. Rogers, her manager, with the result that he sent for me, created a place for me on the advertising staff—of which he virtually made me the head—and for the next three seasons I gave up everything for this position, which paid me the handsome salary (in England) of thirty-five dollars a week and all expenses.

I found theatrical work greatly to my taste, and refer everybody to John R. Rogers for his opinion of my work. We are the best of friends yet—so great that I think either one would split the last dollar with the other. I know that I learned more about general advertising while I was with John Rogers than I did during any other three years of my life; the cost of publicity in the papers, on posters, street cars, hoardings, everywhere in London.

When Minnie Palmer went to Australia in 1887 I joined the staff of Grace Hawthorne as press agent, and while there met with Mr. Artemus Ward, the then and present advertising manager of *Sapolo*. We did some business together and, later, at his suggestion, I came back home and joined the advertising staff of *Texas Siftings*, then in the heyday of its prosperity.

It would take volumes to enumerate all my advertising experiences, even those that are of general interest, and it would make this article too long were I to embody any. I merely give these reminiscences to show that my first ad was written for a half pound of butter, which was the price I set upon it, and to show what an estimate an advertiser set upon his own work twenty-two years ago.

ONE MAN'S SUGGESTION.

Don't get funny in your advertising. If you have to be funny, write your puns all out nicely and send them to your printer and have them "struck." Then talk sense in your ads and pass your puns around to your friends.—*Mail Order Journal*.

MUSCULAR ADVERTISING.

By Seth Brown.

Mr. F. E. Spink is the vice-president and manager of The Spink Co., 345 Huron street, Cleveland, manufacturers of the Bi-Tension Exerciser. He is a combination of modesty and muscle. I found Mr. Spink stripped as for a prize fight. While packing his grip, taking an occasional round with an immense punch bag and limbering up on his Bi-Tension Exerciser, the following somewhat rambling conversation took place: "Will you kindly outline for PRINTERS' INK the advertising history of your company?"

"Our first advertising was done in December, 1898, placed through an advertising agency. It was our intention to place our goods in the hands of the dealer, but we are using the mail-order methods to interest the public, introduce the goods and create a demand."

"What mediums have you used?" was asked.

"We have used the *Ladies' Home Journal*, *Munsey's*, *McClure's*, *Review of Reviews*, *Clipper* and *Dramatic Mirror*, and several others."

"Which has paid you best?"

"Do you mean as to remittance or inquiries?"

"Both."

"The inquiries in proportion to circulation average about the same. The best cash returns have come from the *Review of Reviews*, *Munsey's* and the *Ladies' Home Journal* in the order named. We follow up inquiries closely with letters and circulars. These returns exceed anything that we had anticipated."

"Have you found that your advertising has had any effect aside from the mail-order business?"

"Decidedly. While the advertising has more than paid for itself, it has by sales made all over the world established a permanent reputation for our goods and created a demand from the trade."

"Our Bi-Tension Exerciser appeals to the better class of people. It is in perfect harmony with instructions laid down by the teachers of calisthenics, because the apparatus does not interfere

with the free use of the hands and muscles, and we have endeavored to direct our advertising to persons who will comprehend and appreciate the advantage of our apparatus over all others."

"What other methods have you used aside from magazines?"

"Nothing of any importance."

"You expect to increase your advertising appropriation?"

"Yes, our experimental advertising has paid well and we intend to advertise more extensively in the future."

"From what particular territory has your advertising shown results?" was next asked.

"The results have been universal. We have shipped goods from Alaska to South Africa and to most intermediate points."

"Do you contemplate taking up European work?"



"THE KIND THAT'S SMOOTH,"

Proper Exercise.

requires free hand movement, with a smooth natural loading. Our Bi-Tension exerciser provides for both, and has become famous by reason of it.

Mr. Walter Christie, Trainer at Princeton, says—"No home should be without one. It ought to be in use in every school in America."

Send for free booklet "Science in exercise" and ask for our proposition to teachers.

THE SPINK CO.,
345 Huron St., E., Cleveland, O.

"I am leaving for the East to-night to arrange for our European trade next season."

"What policy do you expect to adopt in placing your future business?" asked the interviewer.

"It is our present intention to place our business direct. At first we felt that the experience of an agency would be an advantage in placing our goods before the public, and acted under advice, but we believe that our original ideas concerning the presentation of our particular line would have best served our purpose, as recent changes in our advertising methods have demonstrated."

"We are advertising three principal articles, namely, the Exerciser, which sells for \$2.50; the Calisthenic Chart, which sells for 50 cents, and our 'Getta' Pull

for chest expansion. We find that certain mediums are best adapted for each article. The failure of our advertising agency to realize this fact was a mistake."

"What do you consider your best advertisement?"

"The excellence of our goods and the thousands of people throughout the world who have purchased our Exerciser and are getting practical results from its continued use; who appreciate a good thing and seem to be anxious to 'push it along.' Articles that will advertise themselves cannot fail to produce results from consistent advertising, when intelligent users appreciate that your efforts entitle you to some consideration beyond the cold 'purchase price' called for by your ad."

SUNDAY PAPERS VERSUS MAGAZINES.

Close observers of changes that are taking place in the advertising field have noticed a considerable falling off in the volume of advertising in magazines. These publications don't carry any longer as much advertising as formerly. Advertisers have begun to learn (at heavy expenses) four things:

1. That magazines are, with the exception of perhaps two, no mail order mediums, as the largest percentage of their circulation is in the large cities, while most of the mail order business comes from small cities, villages and farms.

2. That the masses can only be reached by the dailies, especially their Sunday issues, which are veritable magazines. The magazines are read by the classes, the better classes, but they all have always been in the habit of reading a Sunday paper first before reading a magazine.

3. General advertisers using magazines are liable to meet too much duplication, as too many people are in the habit of buying and reading two or three magazines each month.

4. That duplication can be avoided by a careful selection of Sunday papers, which also cost considerably less.

It is claimed in favor of maga-

zines, that they last a month, while a Sunday paper lasts one day only. This is a false idea. A paper lasts and acts as an advertising medium only as long as it is read. If laid aside, it becomes a dead force. It can be further said in favor of Sunday papers that nearly every member of a family reads it.—*Mail Order Journal*.

SCIENCE OF ADVERTISING.

The science of advertising seems destined to become one of the most important factors in the literary and business field. A few years ago the average business man was content with the printing of an ordinary card in the columns of a weekly paper, announcing that he was in the dry goods, grocery or some other trade. He did not understand the advisability of telling the people that they would be much better off by trading with him, and clinching his arguments by certain facts, either in regard to prices or the quality of the goods. Now, however, the most successful man in business is the one who constantly brings to the minds of newspaper readers that he is in business, and that he has certain attractions for people who trade with him.—*Cambridge Press*.



A CORRESPONDENT OF "PRINTERS' INK" SUGGESTS THAT IN VIEW OF THE DISCUSSION ABOUT THE "SHIRT WAIST MAN" HE MAY EXPECT TO SEE IN THE NEAR FUTURE SUCH "BANNER PACKERS" AS THE ONE HERE PICTURED.

The Twenty-five Best Dailies.

An advertiser recently prepared a list of "the twenty-five best dailies in the United States," arranging them in the alphabetical order of the cities. It is as follows:

Atlanta Journal.
Boston Globe.
Brooklyn Eagle.
Buffalo News.
Chicago News.
Cincinnati Times-Star.
Cleveland Press.
Denver News.
Des Moines News.
Detroit News.
Grand Rapids Press.
Indianapolis News.
Kansas City Star.

Los Angeles Times.
Milwaukee Journal.
Minneapolis Journal.
New York Journal.
Philadelphia Record.
Portland Oregonian.
Providence Telegram.
St. Louis Post-Dispatch.
San Francisco Examiner.
St. Paul Dispatch.
Topeka Journal.
Washington Star.

IN THE SMALL TOWN.

The retail advertiser in a small town—say of from two to five thousand inhabitants—has a special problem in advertising.

There are probably but two or three newspapers at his command in which he can advertise profitably. After he has covered these newspapers, he must fall back for additional advertising upon special lists of people. Take a town of three thousand inhabitants in a county in which there are only eight or ten thousand people. Suppose the town to be the county seat and the principal town in the county. A retailer in that town should have lists of their names and addresses. One list should be of married women, another of unmarried women, another of married men, and another of unmarried men. The lists should be subdivided into country people and town people. They should be still further subdivided according to the tastes of the people with whom the dealer is actually acquainted.

When a retailer or newspaper has the people of his county divided up into lists in this way, he is in a position to hammer at them with postal cards offering special attractions or bargains, and calling attention to special goods.

Suppose it is a retail jeweler. We will say that there are 500 men and youths in the county who ought to buy a watch, or a neat watch chain, or a nice scarf pin, or a shirt stud. The retailer writes an advertisement and has it printed on the back of 500 postal cards. He mails these postal cards to his special list of 500 men and youths. He can quote prices and at the same time feel that his competitor does not know just what he is doing as quickly as when he quotes prices in the newspapers—it takes a little longer for the news to get around to him. By the time the news has reached him the retailer has switched off that list and started in on another.

I will suppose that there are 500 women in the county who want to buy silverware. The retailer

sends out postal cards and quotes prices on desirable things in that line. He tells about how pretty the silverware is, and how cheap, and how he happened to get it cheap. He can be more personal and more familiar than in his regular newspaper advertisements.

Mind you, this style of advertising will not take the place of newspaper advertising. It is subsidiary; it is something additional. It is a little extra that milks the last dollar of possible profit out of a small territory—where the population is so small that a store really has a hard problem before it in order to exist. It is simply a side issue that picks up the odds and ends of sales that the newspapers don't get.—*National Printer-Journalist*.

INTELLIGENT THEORY.

One of the best advertising men in the country, a man of large experience and of fine success, once said: "I always seek to avoid the appearance of advertising, as far as it can be done without deception; not 'reading matter' in style but as near to it as possible; nobody, except men in the business, are interested in advertising as advertising *per se*. The average reader is not an easy reader; you want him to read your stuff; make it as easy for him as you can; convey the idea to him as directly as possible. Don't surround your idea with typographic obstructions, nor let anything in your advertisement become more prominent than the one thing that is going to make a customer of him.—*Advertising Experience*."

WANT AD ILLUSTRATED.



MAN AND WOMAN WANTED.

THE Nashville Banner

is the paper that will
make your advertising
successful in Tennessee.

It is unquestionably the best medium to reach the people of Nashville and vicinity.

Daily average circulation for the month of August, **16,271**, which is guaranteed to be more than double the circulation of any other Nashville daily.

The sooner you begin to use the NASHVILLE BANNER the sooner you will begin to get results.

SELLING INCUBATORS.

"The longer I advertise," said Mr. J. S. Gilcrest, president of the Des Moines Incubator Company, Des Moines, Iowa, "the more I am impressed by certain features of advertising which are to me extremely mysterious. For example, I have never been able to figure out why it is that returns come in so much more slowly some years than they come in others. This year when everybody was talking prosperity and poultry enthusiasm ran high, our advertising fell flat at the start. We didn't even get inquiries for catalogues, and we began to be frightened and seriously discussed stopping our ads. But we stuck it out and in two weeks discovered that if we had cut down our appropriation we would have made the mistake of our life.

"Another thing that mystifies me is the fact that some papers don't pay until the year after your ad appears. Last year we used the *Ladies' Home Journal*, and while we got returns sufficient to pay for the advertising, we decided this year not to risk it again. But we have been very much surprised to find this season that the inquiries are coming in from our last year's ad, and that sufficient sales are being made to bring the *Journal* well up on the list. We have had exactly the same experience with the *Ohio* and *Michigan Farmers*. How do you explain it?

"We want to use every paper which will pay us. Our list includes the best poultry papers, the farm papers, and some of the magazines. I want to say that the magazines have been profitable mediums for us, when we have used them with discrimination.

"What do I call a paying paper? One that brings us a sufficient number of requests for catalogues from the middle and upper class. We judge a paper almost entirely by the number of inquiries received, feeling sure that if we can't make a sale that it is our fault and not the fault of the paper. That is the general rule, and like all general rules has exceptions. We used the leaders of what are known as 'mail-order journals'

last year and the year before, and while we got bushels of inquiries they were practically useless. They came from the wrong class of people. Papers that cater to the baser elements of mankind are not likely to bring business to the legitimate enterprise.

"On the other hand there are a few papers which we feel we must use for the prestige they give us, even if they do not bring a large number of requests for catalogues. That is, we feel that we cannot afford to miss the opportunity of talking to the good people who read those papers, even if they do not respond at once. But these papers are exceptions to our rule.

"The primary object of every ad we put out is to induce poultry users to send for our catalogue; we expect the catalogue and our letters which follow it to make the sales. A second and a third letter are sent to all inquirers, if we do not hear from them. Sometimes after correspondence is opened up it is necessary to write half a dozen letters before a sale is effected. Our business is conducted practically entirely on the mail-order plan.

"The catalogues we send out are made as strong as possible. Our catalogue differs from many other incubator catalogues, in that we devote more space to a detailed description of our machines. We try to anticipate every question and to answer it. We explain the principle and the construction of our machines so thoroughly that the man or woman who reads our catalogue understands what our incubators are like better than if they had made a casual examination of the actual machine. We have found that this is greatly appreciated. Another original feature is the printing of portraits of the users of our incubators. There are 96 of them in our 1900 catalogue. We use letters from our customers, too, and find they are of value.

"We do a good deal of advertising at the poultry shows. I have just returned from the big Boston show, where we had our incubators in operation, having shipped them filled with eggs from Des Moines, incubating on the way, a man going with them to see that they re-

umn and a half space at the time. In January the two papers were consolidated into the *Sentinel* and *Leader*, and we are not at present carrying the same amount of space in the one.

"We begin the year's campaign by advertising our patent medicine and drug stock heavily until early in spring, when we give up the space to our wall paper and paint business. This is carried along until summer, when we begin to advertise hammocks, toilet articles, cooling drinks and other seasonable goods. In the fall we turn our attention to school books and supplies, and as the winter draws on we begin to boom holiday goods.

"I always aim to make our ads distinctive and original. I plan the display myself, giving the compositor full instructions, and the consequences are that we are suited all round. Our ads are never like any others in the paper, consequently they are always read.

"We supplement our newspaper advertising with circulars, dodgers, samples, etc., aiming to keep the public well informed as to our doings. We distribute a great many samples of wall paper in the spring and we find it helps our trade.

"Does our advertising pay us? We are very much inclined to believe it does. Of course we take considerable expensive space, but we have quadrupled our wall paper trade in the last few years and other lines in proportion. You may judge by that whether or not we think it pays."

New advertisers will profit by following and improving upon the methods most favored by leading firms already in the field with similar goods.

A "RICH GRAFT."

A Sawyer Trio man recently talked with a postoffice employee who was under arrest for stealing letters addressed to a mail-order house. He gave some interesting points. The S. T. man was requested to seal a dollar bill in a letter after folding in a double thickness of paper and this was put in with five envelopes containing the same kind of inclosure, but without the bill. The postal employee picked the money letter from the others out of a bag by sense of touch. The skillful robber was asked what class of mail was safest to steal.

"Well," he said, "I think the best mail for an ordinary postal clerk to swipe is that which comes to concerns reputed to be in a questionable business. I have taken a lot of money, off and on, out of the letters coming to a concern that has the reputation of fooling the people. The advantage of taking mail of this kind is there is not liable to be much of a kick made. You have doubtless observed that a company doing a semi-fraudulent business usually has loose methods of management, and it is to some presumably undetected employee in the mail-order house that the trouble is usually blamed. The richest graft of all, however, is in stealing letters addressed to concerns whose business has been declared fraudulent by the Postoffice Department. Such mail is stamped with the word 'Fraudulent' and is supposed to ultimately get back to the sender. Quite a percentage becomes side-tracked on the way back and the loser generally imagines that his money has been stolen by the fraudulent concern. The matter drops there."—*Our Silent Partner.*

THE WAY OF IT.

Be sure in your own mind that you have an article to advertise that many people want—and "want" and "need" are almost synonymous—then put your price on it at the valuation you think those who want it will make, and then keep hammering away at it and advertising according to your means. All conspicuous advertising successes have been made in this way. The advertising agency can help you, the advertising writer can help you, the advertising artist can help you, but you must do a great part yourself.—*Advertising Experience.*

AT THIS OFFICE,

10 Spruce St., New York,

The Geo. P. Rowell Advertising Agency

Keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

Receive and Forward Advertisements

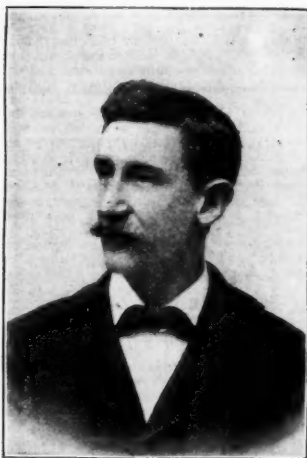
at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

IN BELMONT, IOWA.

THE ENTERPRISING ADVERTISING
METHODS OF A MERCHANT IN A
TOWN OF 1,500 POPULATION.

With the large mail-order houses located on every side advertising unceasingly in our midst, it is becoming an established fact that if the country merchant of to-day would succeed in business he must be up-to-date in every respect and use printers' ink in a judicious manner. There is no alternative. He must meet the big concerns half way. He must be thoroughly alive.

That is the kind of a merchant



E. L. TIEDE.

we have in Belmont, Iowa, and his name is Tiede.

E. L. Tiede is the most extensive retail mercantile advertiser doing business in any Iowa town of fifteen hundred inhabitants. Mr. Tiede located in Belmont thirteen years ago, and as the result of much advertising and good management, he is to-day wealthy and influential.

Concerning the value of advertising, Mr. Tiede says:

"I consider advertising a speculative investment, and it rests entirely with the advertiser whether or not the investment is a paying one. And yet, while it is a

business venture, the merchant should consider it as a part of his 'stock in trade' and strive to make it self-sustaining the same as any other of his ventures. He should not lose sight of one very important fact, namely, that an advertisement hardly ever brings a direct or perceptible gain and is nothing more nor less than casting bread upon the waters, which, when good judgment prevails, will return before many days."

"What kind of advertising do you believe is the most effective, Mr. Tiede?" was asked.

"Newspaper display. I have tried many ways of advertising and find that to be the best, with the handbill second. The latter way is a very expensive one, however, since it is almost impossible to reach the people except through the mails; and my experience has taught me that unless this is done the handbill is a flat failure—in fact, I doubt whether one in ten is read when they are distributed in any other way.

"The newspaper is the best medium through which to talk to the people. Just think what a small sum it costs to advertise in one of them, and fifty dollars will place a column advertisement in the hands of five hundred families every week for a year."

Regarding construction, Mr. Tiede says:

"In constructing advertisements I have tried to be as original as possible and have endeavored to say what I meant, and meant what I said, and have at all times avoided personalities and meaningless words. An advertisement, to be in sympathy with the public, ought to be so constructed as not to tire the reader, and, above all things else, honest in purpose. It is well to do just a little better than advertised, thereby leaving a good impression.

"When taking space in a newspaper it is policy to get enough so that what one intends to say can be said without crowding the space. I believe in plain, bold type—not in fancy flourishes. In fact, my idea of an ad is not that 'The tailor makes the man,' but that a plain business talk, with all the big words omitted, is the most

effective way. You have probably noticed that many business men advertise during the busy season "For instance, we have inaugu-

13th Mid-Summer Sale and
CELEBRATION
WEDNESDAY, JULY 12, 1899.

GRAND EXCURSION

From Ackley and all intervening Stations on the Iowa Central; from Buffalo Center to Iowa Falls and all intervening stations on the B. C. R. & N. R'y and from Eagle Grove and Thornton and all intervening stations on the M. C. & F. D. R'y at **ONE AND ONE-THIRD FARE** for Round Trip. Good to return 13th.

A FEW ATTRACTIONS.	A FEW OF THE PRICES FOR THE 12th.	Ladies' and childrens' hose 9c.
Free concert by the celebrated Carpenter's Harp Orchestra.	Shirt waists at 48 and 98 cents worth double the money. Fans 9c, belts 6c. Corsets 29, 39 and 69c. All our capes at one-half price.	SILK BARGAINS. Worth 50c at 29c per yd. Worth \$1 at 59c per yd.
Base Ball -- Clarion vs. Belmond	All our capes at one-half price.	UNDERWEAR. Ladies' vests 3 to 7c. All childrens' underwear 10c.
Free Summer Drinks.	\$45 Sewing Machine for \$19.75.	Ladies' muslin underwear at this sale.
All Day Clearing Sale.	Bunting at 1c per yd. Irish Lawns 3c and Prints 3c.	Bargain Umbrellas to go at \$1.18.
Ice Cream will be served. Proceeds for the benefit of the Christian Home.	Robe prints per yd 5c. Dimities per yd 6 and 9c. Best Percales 7c per yd. 30c Organdies at 16c White Goods 7c per yd.	BIG DEAL ON SHOES. 20 per cent. discount will be given on any pair of shoes you buy of us on this day (except bargain shoes) The discount payable in any goods in our store, including bargain goods.
Carpenter's Harp Orchestra will give one of their Popular Dances in the Opera house on evening of the 12th.	DRESS LININGS. Lot cambrics 3c per yd. Lot 15c Silesias, colors, 9c per yd. Coats' thread 45c per doz. Best hooks and eyes 2c per card. Common hooks and eyes 1c. 1 lot velvet dress braids 3c per yd.	Linen check toweling 5c per yd.
This will be a big day for Belmond.	Embroideries 5 and 8c. Laces. Bargains to close out.	1 lb. coffee or can baking powder free with every sack of Prairie Queen Flour on July 12th.
SPECIAL NOTICE.	All summer velling 13c per yd.	Suspenders 10c per pr.
Produce taken on sale days.	Ribbons. Nos. 2 to 16 at 1c per number.	Shirts 39c each.
No goods sold on approval, taken back or exchanged. Not responsible after goods have been delivered.	All plaid and striped sash ribbons 19c per yd.	Ties 9c.
Complaints must be made to cashier.	Kid Gloves. Our \$1 glove at 68c per pair.	20 per cent. discount on all shoes.
Kodak Fiends allowed on the grounds.	Our \$1.50 glove at 99c.	Many bargains not listed
Big force of help engaged for this occasion.	Ladies' and Misses summer matts at 11 and 19c.	
	Ladies' Hdks 4 and 8c.	

E. L. TIEDE Belmond. Ia.

only—which is good as far as it goes—but it must be remembered that the public keeps posted at all times; and I consider it as essential to advertise in dull times as in the rushing season.

rated a special sales day, celebrating our business anniversary, July 12th, which comes in the very dullest time, and on these occa-

sions we are obliged to engage no fewer than twenty-five extra clerks and have use for every one of them during the day. But in order to do this, it is necessary to use printers' ink; otherwise the sale would not be a success."

From twelve to fifteen "special sales" are planned and carried into effect each year by Mr. Tiede, and most of them equal a Fourth of July celebration.

On Mr. Tiede's anniversary sale day a series of amusements is furnished. Last year he secured excursion rates of one and one-third fare for a distance of thirty miles on the three railroads that pass through Belmond and provided a baseball game, various kinds of races and other amusements. All day refreshments were served free of charge and one of the best harp orchestras in the State played in his store.

Continuing, Mr. Tiede says:

"Too many of our business men look upon the art of advertising with utter indifference—in fact, consider it more of a charitable than a business transaction. If they would take an active part in advertising, making it a part of their work, it would not only pay but build up their communities by stopping the constant drain of cash that is pouring into the big city stores. If they would study the art of advertising more they would not consider that they were simply benefiting the printer at home, but would use the same methods that are used by the large city stores, which are continually advertising among us. The city store advertises, not because it loves the printer or us, but for the purpose of securing trade, and being continually before the customer is the reason why it has such a hold on the public. When those who do not advertise can see it to their advantage to keep their friends posted as to what and how they sell they will divert attention from the concerns that are taking so much trade from them. They will then realize why these big concerns have been everlastingly advertising."

Mr. Tiede continually runs from eight to ten columns of advertising in five newspapers located in

this and adjacent towns, in addition to sending previous to every special sale day a circular letter or novelty of some kind to families within a radius of ten miles. In all of his ads there will be found nothing but plain, truthful statements. Mechanically his ads are not often "crowded," though bold-faced type is used. Ornaments and fancy borders when used are against his will and many illustrations are printed, not only to attract attention, but to describe articles better than words, and his ads are changed at least once in two weeks. If the copy is only slightly changed, the ad must have a different appearance, even if it is only re-arranged.

Replying to the question, "Why do you state the prices of articles advertised?" Mr. Tiede says: "My idea of quoting prices on some of the articles advertised is to draw attention. It is a well-known fact that most people have a tendency of looking for and buying bargains, and if a merchant will give his patrons a genuine treat now and then, by quoting prices on goods that are staple or on merchandise that he wants to get rid of for a stated time only, and lives up to his ad, the result will be most gratifying."

"In composing your ads do you ever employ the services of any of the numerous Eastern 'expert' adwriters, Mr. Tiede?"

"No, sir. A merchant should educate himself as to what he has to sell and how to sell it."

"What is your opinion of PRINTERS' INK, Mr. Tiede?" was the concluding query.

"If you refer to the general use of printers' ink, my opinion is that it is indispensable; but if you refer to PRINTERS' INK, I consider it good—in fact, wonderfully good; but the subscription price is rather high for the merchant, is it not, in this age of low prices?"

R. W. STRONG.

A FALSE IDEA.

The idea that the flashy, sensational dailies are read only by the poorer classes has been found utterly false; more people well supplied with the world's goods read them than read the newspapers of higher price and better editorial acumen. Recently even high-priced subscription books have been sold through the aid of these sensational media.—*Information.*

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalms cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

CALIFORNIA.

Fresno (Cal.) *Democrat* (1).—The ownership of the Fresno *Democrat* has been resolved into a joint stock company with a capital of \$50,000. This means new machinery, new type, new vim. It means bigger circulation, greater prestige, better paper. The Fresno *Democrat* is the advertiser's strong arm in the vast and prosperous Central California. It circulates in homes where money is freely spent—it is read, believed, acted upon. The best men in the State have become stockholders and directors. Their personal force will be a factor in making the Fresno *Democrat* the most important daily between San Francisco and Los Angeles.

COLORADO.

Denver (Col.) *Cycling West* (1).—Reaches the 8,377 tobbers, dealers and repairmen in the 24 Western States. We can convince you of this fact, and through our paper you can sell your line in this territory.

FLORIDA.

Jacksonville (Fla.) *Metropolis* (3).—Is printing about 20,000 papers a month more than it was printing in the month of January. We always take pleasure in showing our books, and trying in every way to post any merchant as to our circulation. We are printing about 1,700 papers a day more than we were printing on the 1st of last August. When people buy advertising space in a newspaper, it is circulation they are after. There is not a merchant in the city of Jacksonville who could be kept out of the advertising columns of the *Metropolis* if he thoroughly understood its circulation.

ILLINOIS.

Chicago (Ill.) *Chronicle* (3).—Is the only morning newspaper of general circulation in the States of Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan, which is in harmony with the Democratic party. It is widely read by Republicans as well as by Democrats in Chicago and throughout the Northwestern States. It appeals to an intelligent and worthy citizenship, which appreciates its excellence as a newspaper and its fairness in discussion. Its

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

influence is wholesome as its methods are enterprising, clean and honest.

Chicago (Ill.) *Conkey's Home Journal* (1).—It is a profitable medium for advertising articles that interest women and are used in the homes. The subscribers live in the smaller towns and cities, are members of the American Musical Association, own pianos and organs, and can buy more than the necessities of life. No other publication has a larger percentage of its readers among the desirable class that advertisers wish to interest. The circulation will be 125,000 copies by March, 1900, and an increase is guaranteed for each succeeding month. Advertisements are accepted on a basis of "if it doesn't pay, drop out."

Chicago (Ill.) *Telephone Magazine* (1).—Is the best and only advertising medium through which to reach the telephone trade. The *Telephone Magazine* carries regularly more telephone and kindred advertising than any other paper published on earth. It has a larger circulation and is more widely read by those who are engaged in the operation, construction or maintenance of telephone and kindred apparatus than any other paper.

Moline (Ill.) *Dispatch* (1).—In a private letter to the *Dispatch*, Mr. Wiese, editor of the Newspaper Blue Book, says: "Your classification in the Blue Book, as you know, is unpurchased, direct or indirect, as with all other papers listed. No one can deny the truth of this statement, and the editorials which have appeared lately in such papers as the *Philadelphia Ledger*, *Buffalo Express*, *Baltimore American* and dozens of other metropolitan dailies are sufficient evidence on that score." The *Dispatch* wishes to add only this: The paper giving the most and the best news is the one that has the most and best readers, and is the one that advertisers should patronize to receive the largest results.

INDIANA.

Indianapolis (Ind.) *Press* (2).—The bona-fide paid circulation of the Indianapolis *Press* for the month of July, daily average, was 30,601. The daily average for six months to July 31 was 20,972. No premium or inducement of any sort has been made to subscribers, other than the merit of the paper.

MICHIGAN.

Detroit (Mich.) *Book-Keeper* (1).—On the first of July, 1899, we had 40,000 paid subscribers; on the first of July, 1900, we have over 60,000 paid subscribers, an increase of nearly 50 per cent in twelve months, which all must

admit to be a most remarkable showing. The increase has been and is so rapid that we can safely prophesy a subscription list of over one hundred thousand by the end of the year 1900.

MISSOURI.

Kansas City (Mo.) *Star* (1).—The paid circulation of the *Star* is more than double the combined circulation of all the other Kansas City daily newspapers.

St. Louis (Mo.) *Weekly Globe-Democrat* (1).—Reaches homes outside large cities and all over the West, from Michigan and Washington to Mexico. Its high moral character, attractive literary features and long-continued excellence have gained for it confidence and respect. Its circulation has been obtained on its merits.

Springfield (Mo.) *Evening Record* (2).—An eight-page newspaper, using linotype machines, and the only paper in Springfield that swears to the circulation it claims. The paper of the masses, and the biggest local circulation in the "land of the big red apple."

NEBRASKA.

Omaha (Neb.) *World-Herald* (2).—Every newspaper directory in the United States accords to the *World-Herald* the largest circulation of any daily paper in Omaha or Nebraska. Circulation exceeds 28,000 daily.

NEW YORK.

New York (N. Y.) *Catholic News* (2).—On July 14 we changed the form of the *Catholic News* from the old blanket newspaper size to the prevailing religious press form. We consider this only the first important step toward making our paper the leading religious paper of any denomination in the United States, as it has been for some time the leader in its own denomination, and, with this goal in view, we will improve it from time to time, and increase its circulation constantly by every legitimate and strictly business means at our command (no prize puzzles or guessing contests to be used). That our field is practically unlimited, we need only to add that the 1900 year book of the Catholic Church of America gives the membership of that denomination at 10,129,688. We intend to keep persistently after them until we get our share of this vast number. Statistics show that these Catholics have money to spend, and our advertisers testify that they spend it, for we stand closer to our readers and have more influence with them than any other religious paper has with its readers. We therefore endeavor to have only legitimate advertising in our columns, thus adding another reason for being valuable to advertisers.

New York (N. Y.) *Journal* (3).—The circulation of the *Sunday Journal* is greater than the combined circulation of the *World*, *Times*, *Tribune* and *Press*.

Utica (N. Y.) *Press* (1).—The circulation of the *Utica Daily Press* is over 10,000. It is up-to-date in all departments and pays advertisers,

OHIO.

New Vienna (Ohio) *Reporter* (2).—Circulates in Clinton and Highland counties, thoroughly covering that field. It hustles for news, gets it, publishes it, and consequently is in demand. It contains more local news each issue than any one of the other fifteen papers pub-

lished in the two counties. The advertising rate card is published each week, and advertisers must be gilt-edged to get space. We base our claim to advertising on the fact that we publish the news. This secured and published, advertising will take care of itself. The *Reporter* stands upon its merits, or it don't stand.

Springfield (Ohio) *Press-Republic* (2).—Two of Central Ohio's largest and best dailies, the *Press* and *Republic-Times*, of Springfield, have been consolidated, and now appear under the head of the *Press-Republic*. The combination just effected is one of the strongest possible, in that it joins one of the oldest dailies in the state, the *Republic-Times*, with one of the newer and most progressive—the *Press*. The *Press-Republic* circulation, representing the combined circulation, less all duplication of subscription, nearly reaches the nine thousand mark, and makes the paper in its new form rank with Ohio's papers of largest circulation. The *Press-Republic* is an independent morning daily and sells for one cent. The publishers assert that sworn statements of circulation, as in the past, will be regularly printed each day, backed by the Citizen's National Bank guarantee of one thousand dollars.

OREGON.

Mt. Angel (Ore.) *St. Josephs Blatt* (2).—A few years ago the *Blatt* was a paper with only a small circulation, but to-day has the largest circulation of any German paper on the Pacific Coast, more than 8,000 copies being sold weekly.

TENNESSEE.

Knoxville (Tenn.) *Journal and Tribune* (2).—Covers East Tennessee like a blanket, and circulates way beyond in the various Southern States. It is the only morning daily Republican paper in the South, and so reaches many readers which a Democratic paper would not. It is the only two-cent morning daily in Tennessee. This feature alone has added many thousands to our circulation, and secured readers who heretofore have not taken a daily paper.

TEXAS.

Victoria (Tex.) *Deutsche Zeitung fuer Texas* (1).—The *Deutsche Zeitung* has a large circulation among the German population of South Texas. It is recognized as one of the best advertising mediums in this section of the State.

WISCONSIN.

Milwaukee (Wis.) *Journal* (1).—The city circulation of the *Milwaukee Journal* is not only larger than is the total circulation of any other English evening paper printed in this city, but is also larger than is the combined city circulation of the two other English evening dailies published here. The total circulation of the *Journal* is guaranteed to be double that of any other English evening paper here. The *Journal* Company will make it profitable to and well worth the time of any advertiser in the city of Milwaukee who can successfully refute this claim with the circulation records of any mediums that may be interested. Advertisers are welcome at any and all times to inspect any record in the *Journal* office having bearing on circulation.

CIGAR METHODS.

CEDAR RAPIDS, IOWA, Aug. 27, 1900.
Editor of PRINTERS' INK :

Lately there has been put on the market in this city a cigar, the sale of which, by means of its name and the unique advertising used, has far exceeded the sale of any other cigar in the same length of time. The name of the cigar is the "Railway-Ticket," and was first brought to my notice by a small card the size of the ordinary railroad ticket used for local travel. The stock was heavy white board, and on it was printed the name of a fictitious railroad and the information that it was good for transportation from where you are to any store, where you are wanted to buy "Railway Tickets." It was signed by Jos. Simon, general ticket agent, and taken altogether was an excellent imitation of a railroad ticket. It appeared to me as an unique advertisement, and I called on Mr. Simon, the manufacturer, to learn more of his advertising scheme. He said:

"The 'Railway Ticket' is a five-cent cigar. Each article is wrapped in tissue paper, with a coupon, five of which entitle the holder to one mile of travel on any railroad in the United States. On the tissue wrapper are instructions how to secure the ticket. The coupons are brought to us, and we get the ticket wanted or give them the cash and let them get it. This is the way we do most of our advertising," he said, as he handed me a box of matches. The box was small enough to be carried comfortably in the pocket, and on the top was Mr. Simon's name, business and address. "We give one of those with every purchase of five cents or over," he explained. "Of course, on some five-cent purchases we lose money, for the matches cost more than the profit amounts to. But that is made up when a customer buys a quarter's worth or more, because then he gets but one box. We have had 'Railway Tickets' on sale but a short time, but have sold thousands of them. We've had orders on our books for a month that aren't filled yet. But there are 40,000 on the road now, and we expect to have 100,000 more by September 1st. On that date a ruling of the internal revenue officer goes into effect that no coupons or printed matter other than the name of the cigar can be with the cigars under the stamp. This will make it necessary to provide other means to distribute the coupons."

During the course of the interview a gentleman came in with 500 coupons given to his wife by friends. He promptly received \$3 for them.

HERBERT H. SMITH.

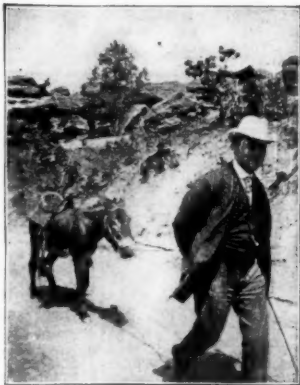
STICK TO GOOD MEDIUMS.

The secret of successful advertising frequently lies in the persistent use of a few good mediums. Don't waste money by single insertions here and there. Be sure the mediums reach the class you wish to reach and that price of circulation given is reasonable, then take time enough to prepare your copy, and stick persistently to the medium selected.—*New Ideas.*

DONKEY'S FOLLOW.

FOREST, Ohio, Aug. 27, 1900.
Editor of PRINTERS' INK :

The inclosed picture of myself leading a burro I had placed in our display window where samples of our printing



WE LEAD, OTHERS FOLLOW.

from our job department were displayed. It attracted considerable attention, and if you care to reproduce same in PRINTERS' INK you may do so. Please return picture. Yours truly,

R. B. JAQUITH.

DEFINITIONS.

Advertising is simply and solely telling people where the right goods and the right services can be found. Advertising is a means of communication. It is history, or news, or both. It doesn't change the goods, or the store it advertises in the slightest degree. The best that advertising can do is to represent the goods or the store in a perfectly just and vivid way. As good a definition of advertising as I ever saw is: "Good salesmanship is agreeable, adequate representation of goods in the presence of both goods and customer. Good advertising is the same thing in the absence of goods and customer."—*Current Advertising.*

TIME ENOUGH.

No business proposition can be stated in a single piece of matter so effectively that it will impress all possible customers. Of course, a certain number will come in the first time the door is open; the second time will bring more. The more times you go for your probable customers the more you will get. Even a good impression won't last more than a week.—*Bates.*

WHAT PERSEVERANCE MEANS.

A colored preacher when asked to define perseverance said, "It means firstly to take hold, secondly to hold on, thirdly and lastly to neber leave go."—*Advertising Experience.*

TANGIN

	<p>TANGIN was made to cure womanly ills just as surely as the sun was made to drive away darkness. Every woman needs it at some time in her life—if well, to keep her so—if ill, to make her well. If you want to know about the best medicine on earth for troubles distinctly feminine, send a postal card for a free sample bottle and a valuable medical treatise on the diseases of women.</p> <p>A. M. BININGER & CO.'S Successors, New York.</p>	
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BOUND TO BE SEEN.

TRADE PAPER ADVERTISING.

"It is the easiest thing in the world," said the advertising manager for one of the largest New York houses to a representative of the National Association of Manufacturers, "to go wrong in the matter of trade paper advertising. One temptation is to go into all of them without much reference to their circulation, stability, value, influence, reliability, etc., sometimes because you like to oblige the solicitor, sometimes because you hesitate not to oblige the proprietor. I have found that there is hardly ever more than one paper in a trade that is first-rate as an advertising medium. Since it is the leading paper in that trade it is apt to reach nearly everybody of consequence in the trade, whereas the circulation of the others, or of most of them, is likely to be largely a duplication.

"Then there are apt to be several very good reasons why that particular leading paper is the leading paper. It has the right kind of matter in it or it would

not be subscribed for so generally. It is usually on a firm foundation, and hence it conducts all its affairs purely on a business basis. No fear, no favor; the same treatment to all, and that fair business treatment. All this, besides giving a publication the effective support of the trade—by means of which it is enabled to make money and to be independent—also gives the publication a character for reliability which helps the advertising as well as the reading matter—helps to make the advertising interesting, helps to make the reader think the advertising true."—*American Trade.*

IN TIME.

In time it may be that people will look through the advertising pages of the magazines as they do through the classified ad columns of the newspapers to-day, simply seeking for the things they want, but they do not do so to-day. They turn over page after page and the eye is guided to the reading of the ads.

—*Advertising Experience.*

NOTES.

THE Commercial Display Advertising Company, 235 Fourth avenue, New York, issues a booklet, on which the address is written on the front cover, and on which the binding thread is tied around to keep it closed.

A NEWARK tailor has hit upon a novel device to attract attention to his business. He sends out a very well dressed young lady, arm-in-arm with a seedy-looking tramp. On the latter's back is a card reading: "She looks better dressed than I, but wait till I come back from Jones' store."

THE S. C. BECKWITH SPECIAL AGENCY have been reappointed sole agents of the *Denver Republican*. This is a well deserved compliment. This paper had been represented by this agency in the foreign field for eighteen years, up to April 1st last, when a change was made, and now Beckwith's vindication is complete by having such a good paper return to him and re-establish their Eastern offices at New York and Chicago with his special agency as of yore.

MISS BERTHA KERR, of Toronto, Ont., has brought suit to restrain Ernest J. Rowley from "circulating her photograph as an advertising medium" and from "making, printing, publishing or selling copies of it, either for the defendant's benefit or for that of another." Rowley is a photographer. He took a picture of Miss Kerr, and furnished copies of it to a druggist named Jackson K. Little, who used them in his ads.—*National Advertiser*.

A CORRESPONDENT of the *National Advertiser* writes: Why should makers of proprietary medicines object to the sale of their wares in department stores? Prices are slashed, it is true, but there is less probability of substitution in the big shops than by druggists. When a girl behind the counter in the department store says she has "something just as good" the customer does not believe her. She is not a pharmacist. Yesterday she measured ribbon and tomorrow she may be selling babies' caps. She knows about as much of medicine as of cuneiform inscriptions. But the druggist who substitutes is listened to. He is a trained expert who knows what he is talking about.

TO KEEP AT IT.

One reason for continual advertising is "to be there" when the "cultivated and convinced" but "slow-going" buyer gets ready to do business with you. Sometimes, but not always, buyers "click" or "mark" ads for future reference. But usually they say, "Well, next month I'll get that." Now, next month, if your ad isn't there to remind them they are likely to forget that you ever existed, and you then lose the good effects of your previous advertising. Naturally, when a buyer wants an article badly and has the price, they "buy on the spot." But buying on the spot is more often the exception than the rule.—*Mail-Order Journal*.

THE advertising dentist may not fill a long felt want, but he fills many an aching void.

CONFIDENCE DESTROYED.

The swindling advertiser is the greatest curse to advertisers and advertising. He does more to injure advertisers' interests than anything else. The greatest factor in the value of advertising is honesty. The power of obtaining the confidence of the public and inducing them to believe in the merits of the article advertised is what all genuine advertisers strive after. Every swindling advertisement tends to dissipate any confidence the public might be inclined to have in advertisements and those who insert them. What must be the feelings of the person who has parted with his money for a silver teapot "in every way identical with the illustration," who finds on receipt of the "silver teapot" that it is a charm to wear on the watch-chain, and that it so accurately corresponds with the description in the advertisement, that it is identical with the illustration not only in design, but in size also. Or perhaps he has sent his hard-earned shillings for a "timepiece," only to receive in return a pocket sundial hardly worth the postage. The men or women who have been "had" over such swindling tricks as these think twice before they again spend their money on an advertised article. Any advertisement that is misleading or does not fully carry out its promises and give the purchaser what he expects, from the description, to obtain, is damaging the cause of advertisers. There are few things in this world to which the old proverb, "Honesty is the best policy," is more appropriate than advertising.—*Advertisers' Review*.

PUBLIC confidence in brands or trademarks is a purchasable commodity. People know an advertised brand must be maintained in quality or the advertising investment is ruined.—*Mahin*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

COPY editor and proofreader wants situation. Capable. Best references. "H. B." care Printers' Ink.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

ADVERTISEMENTS designer and illustrator of ability wishes position. Understands composition, press work and estimating. Address "E. H. W." Brandon, Vt.

TELEGRAPHIC news service for afternoon dailies. Reliable, complete and within reach of every publisher. Address "MANAGER," Post-office Box 224, New York.

ADVERTISING writer, for some time assistant at Wanamaker's, Phila., wants position, preferably as advertiser for a department store. Address "B. S." care Printers' Ink.

SITUATION WANTED—Advertising manager, twelve years with present employer. Competent to take entire charge of office. P. W. HARTWIG, 33 Barclay St., N. Y. City.

WANTED—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

ADVERTISING manager wants to make a change for chance to show more ability. Good refs. "CHANGE," care Printers' Ink.

PRINTER—All-around man, 24, married, desires position in job or news office; used to handling help; eight years' experience; Simplex operator. A. E. E. STARKEY, Wilmington, Vt.

AN advertisement writer who has had much practical experience with an exceptionally progressive advertising concern, and whose forenoon is now fully occupied, would like a salaried position in a newspaper requiring experience only; unquestionable references. Address "W. M. M.," care Printers' Ink.

ADWRITER WANTED—A client of mine wants a man, more or less young, who can write ads and look after the details of his advertising under my direction. Several times, in PRINTERS' INK, I have told young men in printing and newspaper offices what they ought to do to become good practical writers of ads. Are there any who have followed my advice and who now feel qualified to grow into a good position? If so, write, with particulars as to experience and salary wanted, and send samples of work. CHARLES AUSTIN BATES, Vanderbilt Bldg., N.Y.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

COIN CARDS.

\$3 per 1,000. Less for more; any printing. **THE STATIONERS' MFG. CO.**, Detroit, Mich.

SPECIAL REPRESENTATIVE.

H. D. LA COCQUE, 38 Park Row, New York, special representative for leading daily newspapers.

SUPPLIES.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 13 Spruce St., New York. Special prices to cash buyers.

ADDRESSES.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42d ST., N. Y.

FOR SALE.

FOR SALE—20,000 names of the best Kansas farmers, just obtained by our own township representations. **THE CAPITAL**, Topeka, Kans.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. **E. E. ADAMS**, Lebanon, Tenn.

FOR SALE—A modern Goss Clipper Web Perfecting Press. Prints from 7 or 8 columns, 12 inches length. In thorough running order. Will be sold at a great bargain, with stereo, machinery, boiler, engine, shafting, etc. **BANGOR PUB. CO.**, Bangor, Me.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

MAILING MACHINES.

THE BEST a labeler, 70 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, 12 two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

NEWSPAPER METALS.

METAL FLUX makes linotype and stereotype metal run smooth and without blowholes; also saves metal. Send for free sample. **AM. METAL FLUX CO.**, Detroit, Mich.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 906 Broadway, N. Y.

STEREOTYPE OUTFITS.

NO Heating of Type in my New Stereotyping Process. Outfits \$14 up. Easy cut making processes; no etching. Send stamps for circulars, samples, etc. **H. KAHR**, 240 E. 33d St., N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued Sept. 1, 1900. Prices, five dollars. Sent free on receipt of price. **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

WINES.

THE government, in its efforts to establish a pure food law, analyzed 14 brands of champagne, foreign and domestic, and the Brotherhood Champagne was the one pronounced the best. Will send you testimony free or a case of the wine for \$12. **C. E. SWEZEY**, with Brotherhood Wine Co., New York City.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. **S. F. MYERS CO.**, 48-50-52 Maiden Lane, N. Y.

PREMIUMS—If you are using or going to use guitars, mandolins, banjos, violins or any goods of a musical nature, send for our catalogue and prices. We can give you some valuable suggestions and save you money. **A. G. & E. C. HOWE**, Manufacturers and Jobbers, 304 Bay State Bldg., Chicago, Ill.

NEWSPAPER BARGAINS.

\$3,500 BUYS a good paying weekly property in Delaware—\$2,500 cash, balance on easy terms. A quick turn.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them. What do you want?

Wanted—by clients—reliable daily and weekly properties in the East and West.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

FOR NEWSPAPER OWNERS.

RELIABLE business builders, circulation and advertising managers, and men for different departments. Strict confidence. **C. F. DAVID**, Abington, Mass.

ADVERTISING MEDIA.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 25 cents. ENTERPRISE Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, 30,000 circ., \$16.70 12 times, \$180. PATHFINDER, Pathfinder, D.C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union—every province of Canada. Try it.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

MAIL CARDS—We always have a new idea ready for you at wholesale prices. Send for samples. JOHN T. PALMER, Philadelphia.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 4,500. sample free. Mailed postpaid 1 year, 25c. Ad rate, 9c. line. Close 24th.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,003 weekly, among wealthy ranchers; growing rapidly; 5c. a line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

THE LOAMI RECORDER solicits ads from all reliable advertisers. The RECORDER is an independent country newspaper, just recently established, and has a growing circulation. Sample copy and advertising rates cheerfully furnished on application. J. E. WALKER, Editor and Publisher, Loomis, Ill.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. KOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

THE HOME MAGAZINE, OF NEW YORK, is in its fourteenth volume, having been started as the Commercial Travelers' Home Magazine. Two years ago the name was changed to the HOME MAGAZINE, and the office removed to New York City. Since then the energies of the MAGAZINE have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers satisfactory results on their business.

The circulation of the May issue was 75,000 copies, actually, of which over 40,000 are regular subscribers and the balance news-stand sales, exchange and advertising copies. A feature about our circulation is that we deal direct with the news trade outside of the American News Co.

Our rate is \$20 per page or 40 cents per agate line.

We want your business because our circulation will bring you results.

Send for copy and you'll be greatly pleased with it. THE HOME MAGAZINE, 95-99 Nassau St., N. Y. City.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURN MANUFACTURING CO., 614 Park Row Bldg., N.Y.

PENS.

WRITE your ads with Efssey Falcon Pens. They write easy and last long. Gross \$1. Sample box 10c. THE PAUL CO., Red Bank, N. J.

WEEKLY PAPER FOR SALE.

ON Long Island. Doing \$3,000 business at reasonable profit. Price \$1,000. EMERSON P. HARRIS, 150 Nassau St., New York.

DAILY PAPER FOR SALE.

NEW JERSEY daily, possibly at a sacrifice. Doing fair business and capable of making good money; \$5,000 or less necessary. EMERSON P. HARRIS, 150 Nassau St., New York.

ADVERTISING NOVELTIES.

TRICYCLE delivery wagons, \$25. Write us today. ROADSTER SHOPS, Camden, N. J.

FOR the purpose of inviting arrangements of Advertising Novelties likely to benefit reader as well as advertiser 4 lines will be inserted under this head once for one dollar.

ADVERTISEMENT CONSTRUCTORS.

ADS that bring business. Write. H. L. GOODWIN, 67 Chester St., Malden, Mass.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

ADVICE on any business subject for \$25. Write to day. FRANK B. WILSON, Kenton, Ohio.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

MEDICAL advertising, professional or secular, written, illustrated, printed. M. P. GOULD.

RETAILERS' store papers that draw trade. Free sample. WOODHOUSE, Trenton, N. J.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy, pointed, practical kind, and are profitable at the price. "JACK THE JINGLER," 10 Spruce St., N.Y.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter I will pay you to consult me. W.M. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

CASH WITH ORDER PROPOSITION—For a limited time I am going to make it an object for my clients to lose a month's interest on my fees.

For five dollars (cash with order) I will write the matter for an eight or ten page booklet for any business.

For two dollars (cash with order) I will write the matter for a series of ten bright, snappy window cards or street car cards.

For one dollar (cash with order) I will write the matter for a novel, business bringing folder to be enclosed with each letter you mail. I will also send a dummy and instructions for your printer.

For one dollar (cash with order) I will write the matter for a circular letter.

For fifty cents (stamps with order) I will furnish a small, specially written newspaper advertisement, with an attractive cut, to any retailer.

For twenty-five cents (stamps with order) I will furnish a small retail advertisement without cut.

I was formerly Mr. Charles Austin Bates' assistant writer. I have had long and wide experience in the advertising business and guarantee perfect satisfaction in every respect. Money back for the asking. HOLLIS CORBIN, 23 Broadway, New York, N. Y.

A Possible Fifteen



Availing itself of the offer set forth in *Printers' Ink*, *The Standard* (Boston, September 1st, New York City), which has the largest circulation, and is the leading newspaper publication of the United States, secured 15 quails, it having given an order on August 25th for two line insertions to be inserted in *Printers' Ink* as classified advertisements for the year 1916 at a total net cost of \$34.00.



In consideration of that order *The Standard* (Boston) gave one insertion for the remainder of the year 1916 at a total net cost of \$34.00.

The text to read themselves of the offer of free advertisements for the remainder of the year 1916, in consideration of a contract for 1916, was *Printer & Johnson, Advertisers and Advertising Agents*. They happened for a line line classified advertisement and one read to be used in advertising themselves as advertisers, at a total net cost of \$19.00.

They also contracted for an eight-line classified advertisement to be used by *G. W. Blandford & Co., Chicago*, the makers of automobile wheels, to be inserted one year and one month at a total net cost of \$24.00.

The firm of *Letters Advertising* gave their order as a regular 15th, but in time in respect of quails, for a line line classified advertisement to be used for one year at a total net cost of \$19.00.

Printer and Johnson and *Mrs. of Letters Advertising*, because of their orders, are entitled to 15 free insertions. *Blandford & Co.*, in order to obtain them in one insertion a month for the remaining months of 1916.

Address orders to **PRINTERS' INK, 10 Spruce Street, New York.**



As was the offer of free insertions now understood, probably, some of the office, of New York City, is, consequently, the only one of the office, which has the largest circulation, and is the leading newspaper publication of the United States, secured 15 quails, it having given an order on August 25th for two line insertions to be inserted in *Printers' Ink* as classified advertisements to appear for one year at a cost of \$34.00.

M. P. Gould, New Haven, Conn., an advertiser, followed with his order for two line classified advertisements, one year at a cost of \$34.00.

William Crawford Smith, 100 World Building, New York City, who furnished a thoroughly more serious offer making sure for an interview that he understood the offer, lost no time in giving his order for four line classified advertisements one year, costing \$52.00.

An advertiser who desires to keep his name a secret and at the same time keep the matter on his own account, happened from his time, and he was not a line line classified advertisement, one year under the name of "Jack the Jangler," at a cost of \$19.00.

The *Washington* (Washington, D. C.), then, about the third week by contracting for two line classified advertisements, one year, at a cost of \$34.00.

Each of them gave their order in time to secure 15 insertions without cost and may be said to have captured 15 quails.

G. D. Letters, Special Representative, gave his order & spent 150 for a line line classified advertisement, one year, at \$19.00.

And advertising for the *Washington*, D. C., *Washington*, at \$19.00. 15 line classified, one year. Quarter page, three times a month for one year. In consideration of his order the *Washington* classified advertisement will receive 15 insertions without cost and the quarter page advertisement will be inserted three times a month for the remaining months of 1916.

Orders surrounded by the }
border amount to . . . } **\$1,309**

Fifteen insertions, gratis, can be had now by the sharp-eyed advertiser who gives his order right away. The hunting season is now open and 15 quails can be had.

Address orders to **PRINTERS' INK, 10 Spruce Street, New York.**

Now the Limit



- On Thursday, August 23, Frank B. Wilson, Kenton, Ohio,
sent an order for 2 lines, classified, one year, at . . . \$26.00
- On Friday, August 24, The Toilettes Publishing Co., New
York City, sent an order for 2 lines, classified, one year, at \$26.00
- On Thursday, August 23, The Roadster Cycle Works, Cam-
den, N. J., sent an order for 2 lines, classified, one year, at \$26.00
- On Monday, August 27, Stanley Day, New Market, N. J., sent
an order from the Paul Co., advertising pens, space of 3
lines, classified, one year, at . . . \$39.00
- In consideration of their orders each of the above will receive 17 inscriptions, free, in 1900.*



- On Thursday, August 30, H. L. Goodwin, Malden, Mass., sent
his order for 2 lines, classified, one year, at . . . \$26.00
- On Saturday, September 1, the Brockton, Mass., *Enterprise*
sent its order for 2 lines, classified, one year, at . . . \$26.00
- On Friday, August 31, Wm. Woodhouse, Jr., Trenton, N. J.,
sent his order for 2 lines, classified, one year, at . . . \$26.00
- On Saturday, September 1, The Georgia Marble Finishing
Works, Canton, Ga., sent their order and check for 4
lines, classified, one year, at . . . \$52.00

*Each of the above will have their advertising appear in all the remaining issues of
PRINTERS' INK during 1900—gratis.*

10 Spruce Street, New York.

A Possible Fifteen

	
<p>A valid proof of the offer set forth in <i>Printers' Ink</i>, the <i>Standard</i> (New York), <i>Register</i>, of New York City, which has the largest circulation, and to the twenty-five publications of the United States, secured 15 quails, it having given an order on August 25, for one hundred quails to be inserted in <i>Printers' Ink</i> as a classified advertisement for the year 1910, at a total net cost of</p>	<p>As soon as the offer of free insertions was understood, publisher, <i>Samuel Houston City of New Market, N. J.</i>, responding to the terms of the offer, ordered the 100 quails immediately for the <i>Standard</i> (Philadelphia) discontinued and gave an order for a three-line classified advertisement to appear for one year at a cost of</p>
<p>In consideration of that order, <i>The Standard</i> (Chicago) gave another order to receive free insertions for its advertisements for the remainder of the year 1910.</p>	<p><i>M. P. Gould, New Haven, Conn.</i>, an advertiser, followed with his order for two lines classified advertising, one year, at a cost of</p>
	<p><i>William Crawford Hirsch, 100 World Building, New York City</i>, who business a lithography sales service, after making sure by an advertiser that he understood the offer, was the first to give an order for four lines classified advertising one year, running</p>
	<p>As advertiser who desired to keep his name a secret and at the same time keep his name in the show window, gave an order for one line classified advertising for one year under the name of "Jack the Jangler," at a cost of</p>
<p>The advertiser, <i>Manufacturing Co., Detroit, Mich.</i>, issued the third order, by inserting for two lines classified advertising, one year, at a cost of</p>	<p>Each of these gave their order in time to receive 15 insertions without cost and may be said to have captured 15 quails.</p>
<p>The order to avail themselves of the offer of free advertisements for the remainder of the year 1910, in consideration of a contract for 100,000 copies of <i>Printers' Ink</i>, advertisements and advertising agents, were instructed for a time to insert the classified advertising in the order of the advertiser, at a total net cost of</p>	<p><i>B. D. LaVern, Buffalo Representative</i>, gave his order a repeat for 15 lines classified advertising, one year, at a cost of</p>
<p>They also responded for an advertisement to the order of <i>B. D. LaVern</i>, of Buffalo, N. Y., who, in making of some other order, to be inserted one year, one line at a cost of</p>	<p>And advertising for the <i>Franklin, O.</i>, publisher, as follows:</p>
<p>The <i>Men of Letters Association</i> gave their order on August 25, just in time to receive 15 quails, for a four-line classified advertisement to appear for one year at a cost of</p>	<p>Quarter page, three times a month for one year</p>
<p><i>Standard & Co.</i>, under outline them to one insertion a month for the remaining months in 1910.</p>	<p>In compliance of the order the first five classified advertisements will receive 15 insertions without cost and the quarter page of advertisements will be inserted three times a month for the remaining months in 1910.</p>

Address orders to **PRINTERS' INK, 10 Spruce Street, New York.**

Orders surrounded by the } \$1,309
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Fifteen insertions, gratis, can be had now by the sharp-eyed advertiser who gives his order right away. The hunting season is now open and 15 quails can be had.

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lines, classified, one year, at \$52.00

*Each of the above will have their advertising appear in all the remaining issues of
PRINTERS' INK during 1900—gratis.*

10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

137 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

138 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

139 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

140 If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a year, special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEAR, 50-52 LUDGATE HILL, E. C.

NEW YORK, SEPT. 12, 1900.

AN advertisement is often judged by the company in which it is found.

THE copy should fit the medium as well as one side of a box dovetails into the next.

SOMETIMES a price card is the most effective advertising that has been given to an article.

PUTTING oneself in the position of the buyer is one of the most difficult as well as one of the most essential necessities of the advertiser.

Too many words may hide the merit of the advertised article in the same manner as too much salt, pepper or sugar disguises the natural flavor of a dainty comestible.

BUYING space and filling space are two distinct branches of the advertising profession. One may be an expert in the one, while practically knowing nothing of the other.

PRINTERS' INK would be pleased to receive communications telling of peculiar salaries paid to advertisers—either particularly high or particularly low. Names will not be divulged where it is desired to have them held confidential.

EVERY wide-awake advertiser ought to know what other advertisers are doing, in order to brighten his own efforts. A constant reading of PRINTERS' INK will aid greatly to this end.

MR. CHARLES E. JONES, of 177 La Salle street, Chicago, calls himself a broker in designs, illustrations, engravings and electrotypes. He acts as an agent between artists and advertisers. So far as is at present apparent, his principal business just now seems to be the sale of ready-made cuts that are "out of the rut" at prices that appear to be very reasonable.

RETAILERS in large cities whose stores are outside the central business district often find it effective to contract with newsdealers in their district to inclose circulars in the newspapers sold. Where but one such circular is inclosed, the method may produce returns; in cases, however, in which the newsdealer attempts to make money through the plan, and incloses several circulars, the receiver of the newspaper is likely enough to throw the whole batch away immediately upon receipt.

McKITTRICK'S DIRECTORY OF ADVERTISERS, 108 Fulton street, New York, issue two directories of advertisers, one of the Greater New York and the others the advertisers of Chicago, Philadelphia, Boston, Baltimore, Newark, N. J. and Jersey City, N. J. Altogether there are about 5,000 of the most prominent advertisers of the United States represented, giving not only their names, addresses and businesses, but also the name of the person who attends to the advertising. In cases where the name of the article is more widely known than the name of the manufacturers, such as "Sapolio," one may look for the article, instead of the firm, under its initial letter. Each book is sold at five dollars, or both for eight dollars. To purchasers to whom they are not worth these sums they are not worth anything at all. To people soliciting advertising or adwriting they should be very valuable.

FREQUENTLY a store not as well located as its competitors overcomes the disadvantage by more effective announcements.

THE more perfectly the advertising reflects the goods and the spirit of the advertiser, the better advertising it is. If it misrepresents by reason of either inadequacy or exaggeration, it is bad advertising. If it doesn't show the goods as good as they are, it is bad. If it shows them better than they are, it is perhaps even worse.

MISSISSIPPI, with a population of 1,250,000, and with large mercantile and agricultural interests, has only 9 daily papers, whereas Arizona, with a population one-twelfth as large, and much of it made up of persons wholly illiterate, or nearly so, has 10 daily papers. Delaware, including the thriving city of Wilmington, and with no foreign population numerous enough to be considered, has the same number of daily newspapers as New Mexico, with a population of 25,000 less, and a considerable portion of it Indians and half-breeds. There are only 19 daily papers in the State of Tennessee, only 15 in West Virginia, and 29 in Kentucky. But in North Carolina, a State destitute of large cities, there are 21 daily papers, and in Arkansas there are 26. The United States have more daily papers than any other country, but their distribution is peculiar.—*N. Y. Sun.*

To cover a community or a State where the people live widely apart, the advertiser must use many newspapers, each with a small circulation. The cost of such a procedure is so high as to make the method impracticable. In States that are densely populated, many read the same paper, and through a few papers, each with a tremendous output, the majority of readers may be reached and influenced. The advertising rates of these large newspapers, when the number reached by them is taken into consideration, are far lower than the rates of the small papers in the less important States. The facts which the *Sun* presents are not as peculiar as that paper believes; they mean that where there is much isolation there necessarily exist many papers of small circulation, while on the other hand, where the multitude is crowded together, a few papers of large output is the condition found.

ONLY the advertising amateur makes a great fuss about "duplication." The one with experience knows that the quintessence of successful advertising is of the same nature as duplication—hitting at the same person time and time again.

THE owners of Saratoga Arondack Water have two branch stores in New York City, one under the Astor House and the other uptown in Broadway. To introduce the water to patrons here they offer a glass for five cents, and after that all you want to drink free. This is an excellent advertising idea, and a PRINTERS' INK representative dropped into the Astor House branch and asked Mr. W. A. Deane, who is in charge, whether this liberal offer was abused by the public or the reverse. Mr. Deane said that there were seven or eight hundred customers every day, mostly downtown business men who were familiar with the merits of the water, having tried it at Saratoga, but, taking the whole crowd of visitors, he did not think that ten per cent asked for the second glass, as the first is a pretty liberal allowance. On the whole, not more than the average glass per individual was consumed, while, on the other hand, the liberality of the offer was an excellent advertisement. Similar stores, conducted on exactly the same plan, are now running in Troy, Albany and Philadelphia, and it is intended to open others in Syracuse and Buffalo. The newspaper and magazine advertising is being managed by N. W. Ayer & Son, of Philadelphia, who are part owners in the concern. A very neat little booklet, "What Everybody Wants to Know About Saratoga Arondack Water," is issued by the company. It gives full information about the water, its source, medicinal and general uses, and its price. One peculiar feature of the booklet is that it is indexed by indented leaves, just like an address book, and you can turn to any part of the book you want by placing your finger on the required subject and turning the leaves.

GETTING MAIL ORDER NAMES.

HOW CHARLES A. STEVENS & BROS.,
OF CHICAGO, ACCOMPLISH IT.

Securing names of prospective customers is one of the most difficult and expensive features of the mail order business.

Being in Chicago recently I went to the advertising department of Messrs. Charles A. Stevens & Bros., 109-115 State street, the most successful cloak suit and fur mail order house in this country, and asked for an advertising story.

"Sixteen years ago we laid the foundation for this business," I was told, "and to-day we are confident this is the most successful mail order business in America. It was projected along lines peculiarly our own, radically different from methods in general use. Our success was not accidental, but the result of hard work, careful planning, good advertising and unmatchable values.

"Our advertising was made truthful from the beginning, even to the smallest detail, and this fact and our other methods have caused this house to grow so rapidly in the confidence of the people.

"Our illustrations and descriptions are made direct from each garment; we never mislead.

"At first we found it a most difficult matter to give our goods an introduction to ladies generally. But once introduced an enormous number of orders would follow from every community. Our standing guarantee has always been: 'Any garment ordered from our catalogues that does not prove even better than represented and highly satisfactory in every respect may be returned to us at our expense and money will be cheerfully refunded at once.'

"Our method of getting names of people who might become our customers has been the most successful feature. In our enormous business, reaching into millions of dollars each year, we spend thousands of dollars, yes, tens of thousands, in the newspapers and magazines to acquaint new people with our house, or in other words, to

distribute our catalogues. Seven years ago we originated a plan of distributing a share of our advertising appropriation among our customers. The plan has worked admirably, doing us even more good in many ways than if we had spent the same amount among the mail order publications.

"Each season we give 351 premiums, amounting to \$2,018 for names in this way: Every lady who orders goods from us is entitled to compete for one of the premiums, and can do so in such a manner that none but herself need know it, as she need not do any soliciting. To create a wider interest and to more effectually scatter the premiums, the winners of the first, second, third and fourth premiums this season are not allowed to compete for the four higher premiums next season, but can compete for the smaller prizes. In each of the hundreds of thousands of catalogues we mail is a blank to hold ten names and addresses, and we ask those who wish to compete for prizes to fill the blanks with names of persons known to be contemplating the purchase of goods in our line. In country districts, villages, towns and even in cities ladies already our customers know ladies who would quickly become customers of ours if they knew of the advantages we offer, hence these 351 premiums:

1 cash premium of \$50.	\$ 50
1 premium, 16 yards choice from our \$2 yard black silk.....	32
4 premiums, 16 yards choice from our \$1.50 yard black silk.....	96
25 premiums, 16 yards choice from our \$1 yard black silk.....	400
40 cash premiums of \$10 each.....	400
100 cash premiums of \$5 each.....	500
180 cash premiums of \$3 each.....	540
351	\$2,018

"This offer is to secure new customers. Should a list contain some names to whom we have already sent catalogues, purchases are not placed to the credit of the lady who sends them in. Catalogues are sent to each name, unless already on our list, in which case we promptly notify the lady who sent the 1st, so she can send others if she desires. All orders received from each competitor and from all new names she sends are

recorded to her credit. We have a special bookkeeping and checking department for this purpose. The prizes are awarded to the ladies who have the greatest amounts to their credit, regardless of the number of purchases made during the season. For instance, if Mrs. Jones, of Smithville, and the ten names she sends, make but five purchases during the season, and these amount to \$500, she receives the first prize, provided no other lady has more to her credit. If the next highest amount on the books be \$480, in favor of Mrs. Wilson, of Albany, although this amount might represent more than one hundred separate purchases she would only be entitled to the second prize, and so on, until all the prizes are awarded.

"On the 15th of January, each year, a full list of premium winners is mailed to each person who has sent in names. Only private customers, no dealers, are allowed to compete, therefore the chances of securing a prize are much better than one would imagine. Year after year the interest in these competitions grows greater, and it will take but a few more years to put the names of every available customer in this country on our lists, as well as many from foreign countries.

"Of course we continue using liberal space in such indispensable publications as the *Ladies' Home Journal*, *Youth's Companion*, *The Delinicator* and many magazines, but our premium plan puts us in touch with the ladies of the land much quicker and at considerable less expense than we could have accomplished our purpose had we depended solely upon our regular advertising."

The plan originated by the Stevens concern has been copied by other mail order concerns, and is proving successful wherever used honestly. Among them Julius Hines & Son, Baltimore, Md., one of the oldest general mail order houses in the United States, established in 1848, has been giving special premiums for the last four years. The revised offer of this concern for 1900 contains some good points. It is sent along with

a five pound catalogue of general merchandise. The firm states that this plan obtained more than 20,000 new customers during the last year. With every catalogue and new premium offer is sent a printed list of those who received prizes in the last contest, post-office address and description of prize; also a batch of reproduced letters from banks, express companies, newspapers, etc., stating that the concern is reliable.

SAM E. WHITMIRE.

GOOD BACKING.

"I," said the gentleman who had fairly prospered, "am humbly proud of the fact that I took 'Get thee behind me, Satan,' as my motto when I began business life."

"There is nothing," said the second gentleman, who had measured business wits with the first gentleman, "like having good backing."—*Indianapolis Press*.

BAD AND WORSE.

The more perfectly the advertising reflects the goods and the spirit of the advertiser, the better advertising it is. If it misrepresents by reason of either inadequacy or exaggeration, it is bad advertising. If it doesn't show the goods as good as they are, it is bad. If it shows them better than they are, it is perhaps even worse.—*Bates*.

A Barrel of Whiskey for \$3.00

DELIVERED BY EXPRESS, PREPAID.



On receipt of \$1.00 we will send by express prepaid one-gallon barrel of our celebrated seven year-old F. P. R. Whiskey, 100 per cent. proof; each barrel has a neat brass spigot, and packed in a plain case. We guarantee this whiskey equal to any \$5.00 quality. We ship direct from our distillery to the consumer, at wholesale prices. Try a barrel. We also ship in our Baby Barrel 25 other kinds of medicinal wines and liquors. Write for full list of Barrel Goods.

J. H. Friedenwald & Co.

**Block 124-126-128 Eutaw St.,
BALTIMORE, MD.**

REFERENCES—Western National Bank or any Commercial Agency.

P. S.—Orders for Arizona, Colorado, California, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming; must call for live kegs, by freight. We pay charges.

RATHER ATTRACTIVE.

From the Verdict, New York.

DUPLICATION BUGABOO.

Some advertisers, who ought to know better, are terrified by the duplicated circulation bugaboo. They imagine that if they use one mail-order medium, to use any other will mean duplicated circulation, and so on. Here's what J. Walter Thompson says on that point:

There's no danger in duplication, although subscribers to one kind of periodical may take several others. It is true that a reader may see an advertisement in a monthly magazine, and then in his religious paper, and again in his local sheet; but it is not the reputation that tires; it is the emphasis that helps. If duplicated circulation didn't pay, the whole proposition of advertising could be far different from what it is now.—*Our Silent Partner.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

ADVERTISERS desiring to cover New London and radius of 14 miles, need only use THE DAY. Guaranteed 4,700 daily circulation or no pay.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL, excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

WE have had one letter from an advertiser who said he saw these advertisements of ours in this column. That shows they are read. We hope before our year is out to land two or three big contracts. THE COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N.S. will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

STOCK COMPANIES ORGANIZED.

Book mailed FREE. Working Capital Procured, Corporation Law Bureau, Dept. A, Wash'ton, D. C.

4,900

papers are printed nearly every Saturday by THE DAY, New London. Its average daily issue is over 4,700 and growing steadily. The other New London papers combined have scarcely one-half this circulation.

4,900

The Northwest Is A Great Country.

The Northwest MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Winnipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

The Evening Journal

OF JERSEY CITY, N. J.

Goes into over 13,000 families in Jersey City, and is a guest in over 80 per cent of the English-speaking households in the city.

Average
daily cir-
culation
in 1895,

14,486

Average daily cir-
culation for three
months ending
March 31, 1900,

15,140

RURAL LIFE

Issued monthly, a magazine for the farmer and his family (successor to THE WESTERN PLOWMAN), the only magazine of its kind published, will make its appearance June 1, 1900. Every department will be edited by a specialist, and there will be something of interest for everybody to read. RURAL LIFE will carry out all advertising contracts for THE WESTERN PLOWMAN, and has absorbed the thirty-six thousand subscription list which belonged to that popular farm journal. You cannot cover the Western field thoroughly without using the columns of RURAL LIFE.

SEND FOR
ADVERTISING RATES.

225 DEARBORN ST., } CHICAGO.
25 QUINCY ST., }

PRINTERS' INK, American Newspaper Directory and all other leading authorities accord the

VIRGINIAN=PILOT

NORFOLK, VIRGINIA,

A greater circulation than all other daily papers (4) published in Norfolk and Portsmouth combined.

SWORN CIRCULATION:

Daily, 9,501.

Sunday, 10,228.

Territory, Virginia and North Carolina.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date will appear on Saturday, September 1st. This will be the third quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

Youngstown, Ohio, Vindicator

DAILY: 10,000 SUNDAY: 10,000 WEEKLY: 9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York
SPECIAL NEWSPAPER REPRESENTATIVE.

Eighth Largest: English Household Monthly. Eleventh Largest English Agricultural Monthly.

The highest authority now credits GARDEN AND FARM with ranking as above in **proven up-to-date circulation** as well as having the largest circulation of any Chicago agricultural paper.

GARDEN AND FARM CHICAGO,

has a wonderfully strong hold on its readers. It is edited for intensive farming—the only paper in America occupying this field. It is for a “little farm well tilled” and the residents of suburban districts and ruralists everywhere. **Guaranteed Minimum Circulation, 60,000 Per Issue.**

Ask your agent about GARDEN AND FARM. *October issue* will be a special number, contributed to by many of the best-known writers, attractively illustrated and an issue not to be overlooked. No cheaper or better mail order or agricultural advertising can be found.

THE AMERICAN FARMER CO., 1113-1114 Manhattan Bldg., Chicago, Ill.

THE STATE

COLUMBIA, S. C.

Daily—Sunday—Semi-Weekly.

The American Newspaper Directory accords THE STATE a larger circulation than any other South Carolina daily.

Published at Columbia, the Capital of the State and the center of the great cotton manufacturing industry of the South, THE STATE occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is “the morning paper” for three-fourths the entire State.

With one matrix or one electro advertisers may cover the State, the whole State, with nothing but THE STATE. Address .

THE STATE COMPANY, Publishers,
COLUMBIA, S. C.

Also publishers SOUTHERN CHRISTIAN ADVOCATE (Weekly), organ of 75,000 Methodist Church members in South Carolina.

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.

No. **SAMPLE.**

GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.

\$5

GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.
 GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.
 GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE
 AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.

BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

Live. P. Dougan - 10 SPRUCE ST., NEW YORK.

All Buyers Look Alike To The Advertiser.

The question with the advertiser is how can the buyers be reached most effectively and economically. Space at ONE-NINTH of a cent per line per thousand circulation in the papers of the

SCRIPPS=McRAE LEAGUE

is the best proposition for advertisers in the United

States. There is nothing better from ocean to ocean or from lake to gulf. Evening papers that reach the middle classes; the class that purchases steadily. There are no better values.

Cincinnati Post,	-	-	133,787
Cleveland Press,	-	-	93,077
St. Louis Chronicle,	-	-	57,732
Kansas City World,	-	-	24,496
Covington Ky. Post,	-	-	12,733

F. J. CARLISLE, Advertising Manager,

Scripps-McRae Press Association,

**53 Tribune Building,
NEW YORK.**

**116 Hartford Building,
CHICAGO.**

In the farm homes of America are found the best mail order buyers in the whole world. These homes and these buyers are reached promptly, directly and economically through the advertising columns of

The PRACTICAL FARMER

This up-to-date weekly agricultural paper has writers who contribute to no other journal and departments which are not to be found elsewhere.

"It certainly gives us great pleasure to say that returns from space used in the PRACTICAL FARMER have been exceedingly gratifying. We certainly count your paper as one of the best mediums in the country for our goods. We key all our advertisements and keep strict account of all inquiry received, so there is no guess work about the above statement. D. Y. HALLOCK & SONS, York, Pa."

Sworn statement of circulation for one year shows an average of 38,129 copies printed per week. Only one rate. If interested, write.

**THE FARMER COMPANY,
PHILADELPHIA.**

*The farmers' purchasing power in 1901 will be larger
than ever before.*

It's The Kansas City Times Now

"No Breakfast Complete Without It."

The Leading DAILY and SUNDAY
newspaper of the West.

Enjoying a most marvelous and phenomenal growth
in circulation and influence.

Once an Advertiser in

The Kansas City Times

Means a Permanent Patron

All we ask is a fair test.

That's fair?

A. A. LESEUER,
Editor in Chief.

C. M. SELPH,
Business Manager.

The S. C. Beckwith Special Agency

Sole Foreign Advertising Agents,

TRIBUNE BUILDING,
NEW YORK.

THE ROOKERY,
CHICAGO.

AT MILWAUKEE

While the total
circulation of the

Milwaukee Journal

is larger than is the combined circulation of the two other English evening dailies of Milwaukee, the advertising rates of *The Milwaukee Journal* are only a trifle over 50 per cent of their combined rate—more circulation for practically half the cost.

The circulation of *The Milwaukee Journal* has been investigated and certified to by Messrs. Stuart & Young, expert accountants of Chicago, as being more than that guaranteed by *The Journal Co.* (**20,000 paid**). One of the conditions of the Newspaper Combination of Milwaukee, formed to fight *The Journal*, is that no one of them will allow the circulation of his paper to be investigated. This fact was recently sworn to in court under oath by one of Milwaukee's leading merchants.

***The Journal's Circulation Statements
are Always Sworn to.***

THE JOURNAL CO.

C. D. BERTOLET,	STEPHEN B. SMITH,
Western Representative,	Eastern Representative,
Times-Herald Bldg., Chicago, Ill.	30 Tribune Bldg., N. Y. City.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

I hope that no reader of this department needs the advice to keep his business and his politics as far apart as possible, but a great many business men who are ordinarily very sensible seem to lose their heads in the heat of a campaign and allow their political opinions to slop over into their advertising. They start out to make a "smart ad"—"something that will make people talk"—and without any intention of showing partiality to either party; but in nine cases out of ten the studied effort to appear non-partisan is flat failure and the political preference of the writer is as clear as if it were cried from the housetops.

If your ad reflects your political opinions never so faintly it is bound to offend some people whose opinions are at variance with yours and whose trade you want, while it is not likely to perceptibly increase your business among those who accept your views.

The only useful purpose of an ad is to sell goods, directly or indirectly; to tell of trading advantages in a pleasing and persuasive way; and it isn't necessary to spin a long yarn about something entirely foreign to your subject in order to get attention, when there are so many really interesting facts about your business that people would be glad to know.

The ad here reproduced will probably cause comment because of the reference to a presidential nominee and its strong local coloring, but it is pretty sure to offend some possible customers, and I believe that a plain statement of the advantages of trading at Barrett's,

with a printed price as an example, would bring dollars to Barrett's till where this labored effort brings cents.

If Wm. J. Bryan Should Come to Danbury

there is no doubt but he would make many suggestions as to how to improve our beautiful town. He would recommend the grading of Elmwood Park and the erection of proper seats and a band stand therein, which would afford lovers of music an appreciative contrast to sitting on the curb and dangling their feet into space (or somewhere else) while our magnificent band wafts its sweet music along the byways of Wooster Square. He would then turn his attention to the innerman, and with that same wisdom and prudence which has made him so famous he would recommend to those in search of the best place to procure their meats that Barrett handles nothing but the best quality; that his prices are as low as the lowest, and a dollar spent in his market always gives one hundred cents satisfaction.

This One Ought to Wake Them Up.

This Is Unusual.

Sunrise Alarm Clocks, made by the Waterbury Clock Co., and warranted for one year, at 65 cents during our ten days' sale. These clocks are standard, and sold the world over at one dollar. They are splendid timekeepers.

We want you to know about the very best alarm clock that's made. The company has sent us a few of their new \$1.25 "Spasmodic" clocks. The alarm can be set to ring every other half minute for a quarter of an hour. It's jolly fun for this clock to get a sleepy individual out of bed. Come and see one perform, possibly it is just what you've been looking for.

*Nothing but Claims, but They Are Made
in a Way that Carries Conviction.*

The J. & M. \$5 Shoes.

You can buy good shoes for less than \$5—the price of the J. & M. shoe.

But you can't buy a shoe as good as the J. & M. for less than the J. & M. price.

You can't get the skill, the workmanship, the knowledge or the material that goes into the J. & M. shoe in a cheaper shoe.

You can't get the wear, the fine appearance, or the comfort that the J. & M. shoe gives, from a cheaper shoe.

In fact, men who've worn the J. & M. shoe say that it's the best at any price.

Nine men out of ten who buy one pair of J. & M. shoes, buy another. That tells the story.

Would Be Good for a Circular, too.

About Coffee!

If you are willing to test our statements you can quickly settle the coffee question.

We claim to give you better value in coffee, no matter what price you pay, than any other store in old Connecticut.

We believe our claims are based on facts.

All we ask is that you try our coffee, a pound, a half pound or even a quarter of a pound.

You'll get wise in a minute, after the first trial.

We have a roaster that roasts coffee to the very highest point of perfection three and four times a day—we have a grinder to grind it to any point of fineness you desire.

We want to especially call your attention to our 35-cent brand of Mocha and Java.

It is the very best coffee in the city, no matter what price you pay.

The strength is in it; the fragrant aroma is in it, and if it's made properly you'll find satisfaction in every drop you drink.

We have a blended coffee at 25c that is as good as most people sell for 35c.

And for 25c we have a coffee that many people swear by.

For 15c we can heat everybody and everybody knows it.

Bicycle repairing. Ought to give prices

Vacation Time.

Before you start, see that your wheel is in condition. Bring it here, we'll see that every part of it is put in shape to stand the vacation racket.

You'll need sundries too, a bottle of anti-rust oil, a bell, saddle, pump, automatic chain brush. We are selling all such things at cut prices just now.

New and second-hand wheels, lower in price than elsewhere.

Our store is open evenings.

*It Is Often a Good Idea to Suggest
Some Particular Uses for the Article
You Advertise, as this Ad Does.*

A Threefold Offering of Threefold Screens

Maybe you'd appreciate one in your bedroom these warm nights—letting the door ajar, thus allowing a better circulation of air. Or, perhaps, there's a corner elsewhere in the house that might be brightened up by the presence of one of these. Or a favored nook where you prefer to sit, that sometimes requires protection from a draught. For any use here are the kinds you wish, and all three prices at which they're marked much below their worth. All in oak frames.

\$2.65—Silkoline, various attractive designs, 5 ft. 6 in. high.

\$3.75—Attractively figured denim; 5 ft. 6 in. high.

\$5.25—Lower panels of plain denim, center top of woven tapestry.

Sort of a "Heart to Heart" Talk on Matting.

Japanese Matting.

Some people will tell you the warp in Japanese Matting is linen. That's a whopper. It's nothing but cotton, no matter if the matting is 60c a yard.

But Japanese Matting is the best made—knocks the top off China matting. Try it once and you'll ever after taboo China matting.

Now, we are selling this Jap. Matting of the highest grades at less than any one around us.

If you think we are "stretching it," just get our prices and carry them around with you on a tour of inspection.

All the pretty Jap. colors.

40 yard rolls, \$4.50; were \$10.

40 yard rolls, \$8; were \$16.

Will cut rolls at same prices.

Tells About Everything but the Price.

Business-like.

Office Comfort.

Not one man in ten knows how to make his office hours comfortable. If he did we should have fewer cases of mental break-down.

There is a demand on all sides for inexpensive comfort in office furniture. We have worked the problem out to the satisfaction of many of our customers in a new set which we are showing. We illustrate the chairs herewith.

Notice several points. First, that the seats are very deep and skillfully hollowed out to the outlines of the sitter. Then the back is supported in the same way, following the natural curves of the spine up to the shoulders. Then the arms are big enough to sustain all weight from the elbow to the wrist.

The final result of these and several minor details is a chair which, when equipped with swing and swivel mechanism, is well nigh perfect as a luxurious office seat.

Conveys the Idea of High-grade Goods.

Sideboards.

It is doubtful if any other single piece of furniture will brighten up a dining-room as much as a handsome sideboard. Our stock is larger and contains a greater variety of beautiful designs this year than ever before. We have at least forty different designs—some in oak, some in mahogany and some in antique oak. Every one shows the work of the true artist. Come in during the week and see this array of carved and mirrored elegance. Here's the price list:

Sensible.

How About the Watch?

Is it keeping time to the dot, or do you have to do a good deal of guessing to know where you are at?

Guess work may be all right for the idler, but a business man wants to be on time.

My business is watch repairing—mostly costly, high-grade watches—and if your watch is out of order I will treat it skillfully and scientifically.

NO GUESS WORK HERE.

St. Albans' Butter Isn't New With Us.

Because we are saying considerable about it just at present do not think it is a new finding.

We have carried St. Albans' butter for years, and it's our experience with it that makes us recommend it.

And this experience has taught us that we cannot recommend this choice dairy product too highly.

You'll find it just as we say it is, always and absolutely reliable, 25 cents a pound.

For Furniture.

Time was when any old wood covered with varnish and veneer passed for furniture.

To be sure, there are some people who still demand that kind—because it's cheap—they don't stop to think of its lasting qualities or how strongly it is built—they demand furniture cheap—and they get cheap, trashy furniture.

But surely it doesn't pay to buy that kind—we know it wouldn't pay us to sell it—and we don't.

It's the sensible people we appeal to, people who want dependable goods and want to pay the lowest possible price that trustworthy furniture can be sold for.

Good honestly constructed furniture—that's the kind we sell—and we sell it as low in price as it can be sold for.

It's one of the wonders of Hartford—this acre of furniture values—and the visitor who doesn't see it—inside and out—lacks a satisfaction she ought to possess.

Carload after carload of new furniture has been set up in our show room; it's beautiful furniture, artistic furniture; it's the product of the very first manufacturers of the country.

Come and see it—whether you wish to buy or not. We know you'll talk of the furniture and of the creative genius of the artist who thought out such elegant designs.

That is just what we want—people to talk of Connecticut's Greatest Furniture Store—it does us good—it does our business good.

*Well Said.***Our \$3 Derby**

looks—wears—and is like the exclusive hatters' \$5 ones, except for the name in the crown—which is of no value—and the two dollars of extra cost—which is a clear saving to you. All standard shapes—all proper colors and shades.

*Better a Little Too Early than a Little Too Late.***Light-weight Overcoats.**

It is only a matter of a very few days when you will need a light-weight overcoat, so why not select one early while the sizes and assortment are unbroken?

We carry a very large line of stylish fall overcoats at prices from \$7.50 to \$20, and can fit you in both style and price. We will be pleased to show you our line at any time, whether you are ready to buy or not.

The newest and nobbiest at \$12, \$15, \$16.

*The Kind that Sells Coal.***Coal.**

We believe our No. 2 Gayton Coal to be a very desirable fuel for use in furnaces and large heaters during the fall months, for the reason that it keeps a fire with a very small amount of Coal, allowing a low fire during the middle of the day without the liability of the fire going out. By opening the draft for a very short time when the heat is desired, the fire will come to a glowing heat with Gayton Coal quicker than with any other Coal mined.

No. 2, \$4.25; No. 3, \$4.50 per ton delivered.

*Pain and Business-like.***Why Make Ice Cream?**

We save you the trouble.

We make it from pure cream, received twice daily from our own creamery.

We make no failures—our ice cream is always pure, delicious and wholesome.

30c a quart, or \$1.00 a gallon; liberal measure.

We never disappoint—orders are delivered promptly on time.

*Tells the Whole Story.***Plaid Homespun**

30c a yard instead of 50c. How long will this little lot of a thousand yards last? They will make smart skirts for women, and most attractive suits for girls—for earliest fall wear. And it isn't a day too early to buy them to have them made in time.

The goods are all-wool and of the most popular weave of the day—"Homespun," in gray, blue and brown, crossed by narrow stripes of white and darker shades of self-colored grounds, or black, forming attractive broken plaids. 30c, instead of 50c a yard.

A Good Thing To Do and to Tell Of.

Our delivery teams all carry an ice-box. We deliver butter in perfect condition these hot days.

CRYSTAL CREAMERY CO.

*Longer Evenings Will Bring a Demand for Lamps.***A Lamp That's Useful**

for certain places, that will never be out of style, is the hanging "Library Lamp."

It never gets upset, it can be raised or lowered at pleasure.

Our line shows lamps costing from \$2 to \$3.

Some have handsome decorated shades.

Whenever you have lamp wants it will please you to "Walk In and Look Around."

*A Good Scheme.***Good Hosiery in Dollar Lots.**

What you pay for hosiery to-morrow depends upon where you buy. Every hosiery purchase made at "Burke's" will leave a substantial saving on your side of the transaction. And every pair of hose sold will render good and comfortable service.

It will pay especially well to buy in dollar lot. The appended figures tell the bargain story in part. Counters hold other offerings equally attractive.

For a Bowling Alley.

A Firm Grip

on a good, long life is what you'll have if you take plenty of good scientific exercise.

Bowling is a model summer sport. It takes every bit of laziness out of your body.

Some Interesting Facts Interestingly Told.

The Balance Wheel.

Look inside your watch a moment. The balance wheel is making 18,000 vibrations an hour, if it's in good condition. If the movement is sluggish there's something wrong. It will move 3,558 miles in a year and require less than one-tenth of a drop of oil to make the run. But it needs that little badly. The least increase of friction on the bearings alters the motion.

Don't take chances. Let us clean, oil and put your watch in order for a year. It doesn't cost much, and we are responsible for it thereafter. It will pay you. Examination and regulating free.

Photographic Pointers.

When You Buy Photographs

buy good ones; cheap photographs fade quickly and are not fit to be kept in sight. At our studio we make nothing but the finest photographs, and our reputation has grown to such an extent that in Hartford and vicinity the phrase "Lloyds are the best" has become a byword.

Make appointments by telephone 117-3.

Not a Word Wasted.

Golf Set \$5.

We sell a complete Golf set, consisting of one Driver, one Cleek, one Loftier, one Putter, one brown canvas Caddy Bag, one rubber Tee, one book of Rules and Instructions, and three well-seasoned Balls for \$5, and deliver it free anywhere in the U. S. for 50c extra. Most dealers charge \$8 for this assortment.

For an Optician.

Wink and Blink.

Many children are allowed to wink and blink through the day's study, and at home, with a book six or eight inches from the eyes. During childhood the ocular nerves and muscles are very sensitive, and may be exposed to severe inflammation and strain by overwork. Greater demands are now made upon the eyes of both children and adults than formerly. New employment, new amusements, new fashions, increase the exactions laid upon these sensitive and delicate organs. Where a child was formerly doped with drugs for nervous and muscular troubles he is now cured with glasses.

EXAMINATION FREE.

Interesting.

Two Kinds of Java.

There are two kinds of Java Coffee—the genuine Old Government Java and the other kind.

The Old Government Java crop is sold annually at auction by the Dutch Government—and it has never been so high in price as it is this year. The other Java coffee has never been so cheap.

We are selling the best Old Government Java, plain or blended with Arabian Mocha, at 40 cents a pound. When you pay less you get the other kind. Which will you have? "You're safe at Jeyne's."

Attractive.

Beer Steins.

Linger a moment with this interesting collection of beer steins specially imported from the fatherland. There's good cheer in their designs and inscriptions.

German beer steins—metal lid—50c and 70c apiece.

German beer steins—bicycle pattern—\$1 each.

Beer steins—showing German garden scenes—\$1.35 each.

Naval beer steins—likenesses of naval heroes shown in the bottom—\$1.75 each.

Finest German beer sets—seven steins—the choicest of the choice stone pottery—showing garden scenes and persons in bas-relief—fancy metal covers—\$16.50, \$19.50 and \$21.50 a set.

The Buffalo Review

IS THE ONLY NEWSPAPER IN BUFFALO

that has a double value to its readers. The general public wants it for its complete foreign and local news; the business public reads it for its exclusive features. The only newspaper publishing New York *Sun* telegraph news; the only newspaper publishing county transcripts and court calendars.

***COMPLETE, ENTERPRISING,
FEARLESS,***

Largest 2-cent circulation. Reaches the representative people of Western New York. Best medium for the general advertiser in Buffalo.

The Buffalo Review Co.
BUFFALO, N. Y.

E. STERN AGENCY:
W. E. SCOTT,
150 Nassau Street, New York.

BURNING MONEY!

"A ton of oratory is not worth an ounce of good hard common sense talk" is one of the remarks made by Gov. Roosevelt in his speech at Chicago, on Labor Day.

These words must strike home to my Western competitor who is spending thousands of dollars roasting Jonson and his inks. The mud slinging is done by an alleged advertising expert who knows nothing about the ink business, but has the gift of gab, and carte blanche orders to throw it as hard as he likes.

He is not a cheap man by any means, and when the ink company pays his bill and figures up the results accomplished they will be a sorry bunch. The days of high prices are over and all the slick-tongued experts in the country cannot induce printers to be fooled any longer. My inks may be called slum or axle grease or goose grease or any old thing, but my customers know different, and my record of filling over 70,000 orders proves different.

I don't have to pay for advertising experts or artists or hangers-on of any kind and I share the saving with my customers. This is the reason why I can sell an ink for two dollars for which the other fellows will charge from five to ten dollars. If not found as represented I will return your money and pay all expenses. Send for my price list. Address,

Printers Ink Jonson

13 SPRUCE ST., NEW YORK

Getting Careless.



VETERAN of the civil war was explaining at a camp fire about the bullet in his face, received at Bull Run. "Bull Run!" exclaimed a hearer, "how in thunder did you get hit in the face?" "Oh!" replied the veteran, "after I'd run about ten or fifteen miles I got kinder careless and looked 'round."

Many advertisers get careless and look around. The right way and only way is to keep faced toward the objective point. The objective point in advertising is the goal of success. You won't attain it by getting careless and looking around. Success lies straight ahead of you. The road to it lies through the advertising columns of COMFORT, the only people's paper in the world that reaches over Six Million Readers every edition.

Flat Rate after October 15, 1900.

W. H. GANNETT, Publisher, Inc.,
Augusta, Maine.

411 John Hancock Building,
BOSTON, MASS.

707 Temple Court,
NEW YORK CITY.

1635 Marquette Building, CHICAGO, ILL.



Fifteen Insertions Gratis

An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

FREE

in all the remaining issues of 1900.

Address

PRINTERS' INK,

10 Spruce Street,

- - -

New York.

All Eyes Are On Them

OUR STREET CAR ADVERTISEMENTS OF COURSE.

A POINTER—Ads that people have time to ponder over are the ones that do the work. People riding in street cars have plenty of time to study every ad before them. That is why our ads are

PARTICULARLY PROFITABLE

We want your custom and promise in return to increase your business. Write at once for prices on space to

GEO. KISSAM & COMPANY,
253 Broadway, New York.

Written by A. G. Powell, Starke, Fla.